



# USDA National Retail Report - Turkey

Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 07/10 thru 07/16.

(prices in dollars per pound fresh unless otherwise noted; does not reflect all turkey items available in the marketplace)

Fri. Jul 10, 2015

## NATIONAL SUMMARY

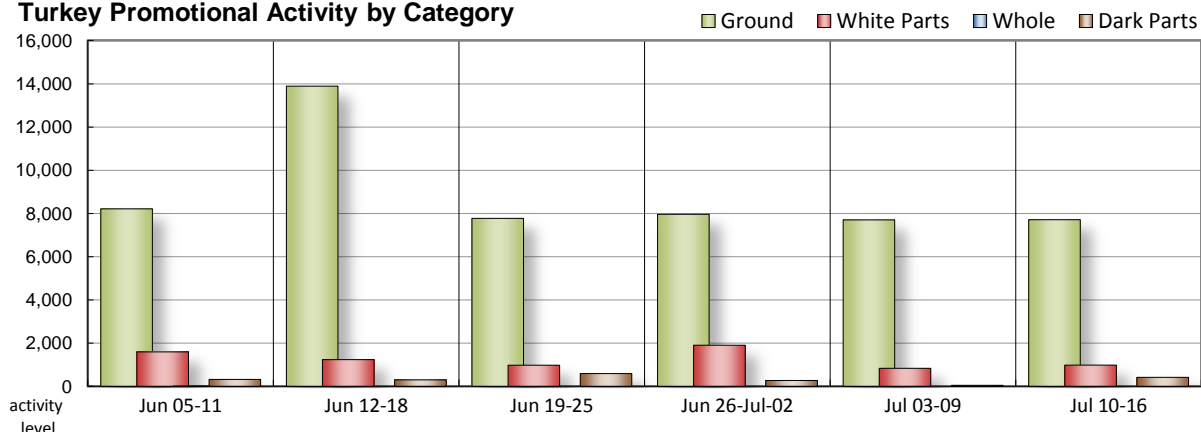
	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate <sup>1/</sup>	32.4% of 29,100 outlets		23.7% of 29,100 outlets		33.5% of 22,900 outlets	
Special Rate <sup>4/</sup>	7.0%		1.1%		1.3%	
Activity Index <sup>2/</sup>	11,620		10,297		12,280	
3/	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
<b>WHOLE BIRDS:</b>						
Fresh - Hens						
" - Toms						
Frozen - Hens						
" - Toms						
<b>PARTS:</b>						
Breast:						
Bone-in, whole						
Fresh						
Frozen	207	1.63	500	1.76	450	1.43
Split, bone-in						
Fresh	79	3.05	28	2.99		
Rotisserie	143	7.99			420	6.80
Boneless, whole					220	4.85
Cutlets	256	5.31	209	5.01	700	5.08
Cutlets, thin sliced					100	5.17
Strips					10	4.59
Tenders	72	4.99			120	4.36
Marinated Tenders	229	4.53	101	4.12	470	4.32
Drumsticks	26	1.92	14	1.75	150	1.76
Thighs	9	1.99	9	1.99	50	2.29
Wings	9	1.79	14	1.75	60	1.95
Necks	32	1.99			40	1.73
Smoked Drumsticks	156	2.59	14	2.99	50	2.91
Smoked Wings	156	2.59			90	2.42
Smoked Necks	32	1.99			30	1.99
<b>GROUND TURKEY:</b>	<b>7,712</b>	<b>3.47</b>	<b>7,703</b>	<b>3.49</b>	<b>8,140</b>	<b>3.43</b>
Patties	993	3.86	988	3.70	770	2.93
Sausage	658	3.76	520	3.58	1,420	3.21
85% lean	3,078	2.96	1,248	3.06	1,480	2.70
93% lean	2,292	3.49	4,673	3.51	3,300	3.57
Breast	691	4.83	274	4.21	1,170	4.73
Rolls (frsh/frz 1 lb.)	473	2.74	206	2.81	180	2.39
<b>Specialty <sup>5/</sup></b>						
Patties	149	5.10	409	3.88	70	3.69
93-94% lean	1,880	4.64	412	4.92	900	4.80
Breast					30	6.19

Note: rolls & specialty not included in ground turkey total and weighted average.

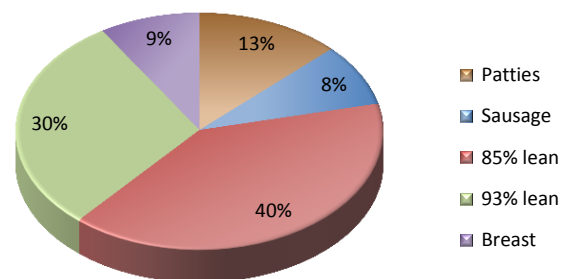
## This Week's Turkey Feature Highlights

Turkey retail feature activity increases. Whole bird offers remain non-existent. Bone-in breast decline in both prices and offerings. Rotisserie breasts gain limited viewing. As the month begins, white parts enjoy an increased showing; prices trend higher. Dark part offers increase, especially the smoked variety. Fresh pricing is steady to higher. Retailers offer grinds at similar levels to last week with 85% lean promoted the most. Values are lower for 85% and 93% lean, while you will have to a little more for other grinds. Specialty 93-94% leans are offered more often; average values trend lower. Deli activity increases. Prices are lower for thick and thin slicing meats. Family sized self-service deli is more available and at higher values than the previous week.

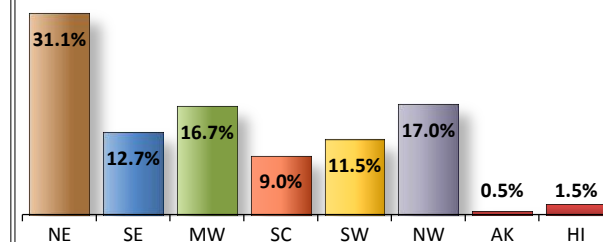
## Turkey Promotional Activity by Category



## Ground Turkey Featuring by Type



## Relative Feature Activity by Region



All report information gathered from publicly available sources including store circulars, newspaper ads, and retailer websites.

**1/ Feature Rate:** the amount of sampled stores advertising any reported turkey item during the current week, expressed as a percentage of the total sample. **2/ Activity Index:** a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised turkey item (e.g., a retailer with 100 outlets featuring 3 turkey items has an activity index of 300). **3/ Stores/Avg:** the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. **4/ Special Rate:** the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.). **5/ Specialty:** products produced from birds raised on an all vegetable diet without antibiotics and minimally processed.



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Fri. Jul 10, 2015

	NORTHEAST U.S. (CT,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT)			SOUTHEAST U.S. (AL,FL,GA,MS,NC,SC,TN,VA,WV)			MIDWEST U.S. (IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)		
<b>Special Rate</b> <sup>4/</sup>	<b>49.4% of 5,500 sampled outlets</b>			<b>25.7% of 7,400 sampled outlets</b>			<b>34.5% of 6,100 sampled outlets</b>		
<b>Activity Index</b> <sup>2/</sup>	<b>7.7% of stores w/ no-price promotions</b>			<b>6.3% of stores w/ no-price promotions</b>			<b>13.1% of stores w/ no-price promotions</b>		
	<b>Activity Index = 4,273</b>			<b>Activity Index = 2,373</b>			<b>Activity Index = 2,085</b>		
	Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg	
<b>WHOLE BIRDS:</b>									
Fresh - Hens									
" - Toms									
Frozen - Hens									
" - Toms									
<b>PARTS:</b>									
Breast:									
Bone-in, whole									
Fresh									
Frozen	1.48 - 1.99	78	1.51	1.48	21	1.48	1.48 - 1.69	39	1.64
Split, bone-in									
Fresh	2.99 - 3.29	79	3.05						
Rotisserie									
Boneless, whole									
Cutlets	4.99 - 5.99	256	5.31						
Cutlets, thin sliced									
Strips									
Tenders	4.99	72	4.99						
Marinated Tenders	4.26 - 4.79	228	4.53	4.79	1	4.79			
Drumsticks				1.99	17	1.99	1.79	9	1.79
Thighs							1.99	9	1.99
Wings							1.79	9	1.79
Necks	1.99	32	1.99						
Smoked Drumsticks	2.59	156	2.59						
Smoked Wings	2.59	156	2.59						
Smoked Necks	1.99	32	1.99						
<b>GROUND TURKEY:</b>									
Patties	3.99 - 4.99	425	4.02				3.69 - 3.99	271	3.94
Sausage	3.99 - 4.00	397	3.99	3.99	21	3.99	3.27 - 3.99	144	3.33
85% lean	2.49 - 3.66	401	3.14	2.39 - 3.00	1,176	2.96	2.33 - 3.19	561	2.67
93% lean	2.69 - 3.99	1,050	3.60	3.29 - 3.84	133	3.43	2.69 - 3.79	480	3.25
Breast (99-100% lean)	4.61 - 5.38	413	4.64				4.99	139	4.99
Rolls (frsh/frz 1 lb.)							0.99 - 3.00	270	2.94
<b>Specialty</b> <sup>5/</sup>									
Patties							5.00	8	5.00
93-94% lean	3.99 - 4.99	498	4.76	4.49 - 4.99	1,004	4.49	4.49 - 5.00	146	4.95
Breast									



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Fri. Jul 10, 2015

	SOUTH CENTRAL U.S. (AR,CO,KS,LA,MO,NM,OK,TX)			SOUTHWEST U.S. (AZ,CA,NV,UT)			NORTHWEST U.S. (ID,MT,OR,WA,WY)		
Feature Rate <sup>1/</sup>	23.1% of 4,900 sampled outlets			32.9% of 3,800 sampled outlets			25.4% of 1,300 sampled outlets		
Special Rate <sup>4/</sup>	5.0% of stores w/ no-price promotions			3.2% of stores w/ no-price promotions			0.0% of stores w/ no-price promotions		
Activity Index <sup>2/</sup>	Activity Index = 1,128			Activity Index = 1,047			Activity Index = 637		
	Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg	
<b>WHOLE BIRDS:</b>									
Fresh - Hens									
" - Toms									
Frozen - Hens									
" - Toms									
<b>PARTS:</b>									
Breast:									
Bone-in, whole									
Fresh									
Frozen	1.79	64	1.79						
Split, bone-in									
Fresh									
Rotisserie	7.99	140	7.99	7.99	1	7.99	7.99	2	7.99
Boneless, whole									
Cutlets									
Cutlets, thin sliced									
Strips									
Tenders									
Marinated Tenders									
Drumsticks									
Thighs									
Wings									
Necks									
Smoked Drumsticks									
Smoked Wings									
Smoked Necks									
<b>GROUND TURKEY:</b>									
Patties	3.49 - 3.69	129	3.58	2.99 - 3.79	89	3.36	2.99 - 3.99	77	3.78
Sausage	2.88	14	2.88	2.79 - 2.99	35	2.94	2.99	23	2.99
85% lean	2.91 - 3.19	170	3.01	2.39 - 3.59	614	3.06	2.39 - 3.19	148	3.10
93% lean	2.90 - 3.50	164	3.29	3.19 - 3.99	163	3.42	3.19 - 4.39	291	3.72
Breast (99-100% lean)	4.16 - 4.99	77	4.94	5.59	62	5.59			
Rolls (frsh/frz 1 lb.)	2.00 - 2.99	128	2.45	2.49	75	2.49			
<b>Specialty <sup>5/</sup></b>									
Patties	5.00	121	5.00				5.00 - 6.49	20	5.75
93-94% lean	5.00	121	5.00	4.59	8	4.59	3.99 - 5.00	76	4.12
Breast									



(prices in dollars per pound fresh unless otherwise noted; does not reflect all turkey items available in the marketplace)

	ALASKA (AK)			HAWAII (HI)		
<b>Feature Rate</b> <sup>1/</sup>	<b>20.4% of 100 sampled outlets</b>			<b>26.5% of 100 sampled outlets</b>		
<b>Special Rate</b> <sup>4/</sup>	<b>0.0% of stores w/ no-price promotions</b>			<b>0.0% of stores w/ no-price promotions</b>		
<b>Activity Index</b> <sup>2/</sup>	<b>Activity Index = 20</b>			<b>Activity Index = 57</b>		
	Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg	
<b>WHOLE BIRDS:</b>						
Fresh - Hens						
" - Toms						
Frozen - Hens						
" - Toms						
<b>PARTS:</b>						
Breast:						
Bone-in, whole						
Fresh						
Frozen	1.99	5	1.99			
Split, bone-in						
Fresh						
Rotisserie						
Boneless, whole						
Cutlets						
Cutlets, thin sliced						
Strips						
Tenders						
Marinated Tenders						
Drumsticks						
Thighs						
Wings						
Necks						
Smoked Drumsticks						
Smoked Wings						
Smoked Necks						
<b>GROUND TURKEY:</b>						
Patties	3.99	2	3.99			
Sausage				4.69	24	4.69
85% lean	3.19	2	3.19	2.99	6	2.99
93% lean	3.59	11	3.59			
Breast (99-100% lean)						
Rolls (frsh/frz 1 lb.)						
<b>Specialty</b> <sup>5/</sup>						
Patties						
93-94% lean				5.99	27	5.99
Breast						



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Advertised Prices for Poultry Deli Meats to Consumers at Major Retail Supermarket Outlets during the period of 07/10 thru 07/16.

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Fri. Jul 10, 2015

	NATIONAL SUMMARY						NORTHEAST U.S.			SOUTHEAST U.S.		
	This Week		Last Week		Last Year		(CT,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT)			(AL,FL,GA,MS,NC,SC,TN,VA,WV)		
Feature Rate <sup>1/</sup>	44.4% of 29,100 stores		35.7% of 29,100 stores		68.7% of 22,900 stores		73.0% of 5,500 sampled outlets			27.1% of 7,400 sampled outlets		
Activity Index 2/	28,871		25,530		49,170		Activity Index = 11,967			Activity Index = 4,456		
	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg	Price Range (\$/pound)	Summary Stores	Summary Wtd Avg	Price Range (\$/pound)	Summary Stores	Summary Wtd Avg
<b>SERVICE DELI - Turkey</b>												
<b>Category 1</b>												
Processor Brand	2,329	8.02	4,015	8.21	4,510	8.10	6.98 - 9.99	1,170	7.91	6.99 - 7.99	159	7.16
Private Brand	2,242	8.04	1,959	8.18	3,790	7.44	6.99 - 8.99	2,184	8.01	7.99	2	7.99
<b>Category 2</b>												
Processor Brand	1,089	5.84	1,708	5.62	2,520	5.96	4.99 - 6.99	402	5.91	4.98 - 6.99	134	5.57
Private Brand	707	6.07	290	6.13	5,020	6.39	4.99 - 6.99	426	5.89	6.29	6	6.29
<b>Category 3</b>												
Processor Brand	724	3.85	174	3.79	1,330	3.98	3.99	301	3.99	3.99 - 4.59	139	4.26
Private Brand	7	4.49			1,330	4.93						
<b>Turkey Ham</b>												
Processor Brand	254	3.75	286	3.26	670	3.66	3.99 - 4.99	109	4.33			
Private Brand	9	3.69	25	3.41								
<b>Turkey Pastrami</b>												
Processor Brand	162	4.44	304	3.61	410	4.33	3.99 - 4.49	162	4.44			
Private Brand												
<b>SERVICE DELI - Chicken</b>												
<b>Category 1</b>												
Processor Brand	2,922	8.37	1,875	7.98	2,920	8.16	6.48 - 10.99	1,346	8.91	5.99 - 9.69	322	8.85
Private Brand	3,034	7.72	667	7.29	1,640	7.46	7.99 - 8.99	1,938	8.15	6.99	502	6.99
<b>Category 2</b>												
Processor Brand	343	5.63	420	5.25	220	5.01	5.59	24	5.59			
Private Brand	411	5.64	472	5.96	1,340	5.16	5.49 - 5.97	305	5.52			
<b>SELF-SERVICE DELI</b>												
(dollars per tub or pouch)												
<b>Turkey 7-10 oz</b>												
Processor Brand	3,628	3.31	6,071	3.38	8,780	3.35	2.49 - 4.49	1,334	3.62	2.19 - 4.49	399	3.01
Private Brand	3,879	3.12	166	2.99	2,230	3.13	2.99 - 3.33	548	3.15	2.79 - 3.33	948	3.10
<b>Turkey 16 oz</b>												
Processor Brand	1,536	5.68	787	5.19	1,640	5.04	4.99 - 5.99	100	5.15	4.99 - 5.99	758	5.91
Private Brand					170	4.99						
<b>Chicken 7-10 oz</b>												
Processor Brand	2,893	3.37	6,145	3.45	8,480	3.37	2.49 - 4.49	1,325	3.62	2.19 - 4.49	366	3.04
Private Brand	2,702	3.13	166	2.99	2,170	3.14	2.99 - 3.33	293	3.03	2.79 - 3.33	721	3.04

Category 1: composed of 1-3 whole breast lobes using no binders. (slicing)

Category 2: composed of multiple (5-7) whole or partial breast muscles; sectioned and formed with minimal binders. (thin slicing)

Category 3: composed of multiple muscle pieces chopped and reformed into desired shape. (shaving)

Source: USDA Agricultural Marketing Service, Livestock, Poultry & Seed Market News - (515) 284-4460 <http://www.ams.usda.gov/LPSMarketNewsPage>

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	MIDWEST U.S. (IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)			SOUTH CENTRAL U.S. (AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT)			SOUTHWEST U.S. (CA,HI,NV)			NORTHWEST U.S. (AK,ID,MT,OR,WA,WY)		
Feature Rate <sup>1/</sup>	50.5% of 6,100 sampled outlets			32.2% of 4,900 sampled outlets			39.6% of 3,800 sampled outlets			59.0% of 1,300 sampled outlets		
Activity Index <sup>2/</sup>	Activity Index = 5,527			Activity Index = 2,749			Activity Index = 2,683			Activity Index = 1,355		
	Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg	
<b>SERVICE DELI - Turkey</b>												
<b>Category 1</b>												
Processor Brand	6.99 - 8.99	566 8.09		7.99 - 8.98	141 8.05		7.99 - 8.99	259 8.96				
Private Brand	7.98 - 9.99	36 9.15		9.49	20 9.49							
<b>Category 2</b>												
Processor Brand	4.98 - 6.99	332 5.73		4.99 - 6.98	79 6.15		5.99	4 5.99		5.99	138 5.99	
Private Brand	4.99 - 6.49	275 6.34										
<b>Category 3</b>												
Processor Brand	2.99 - 4.88	95 4.03		4.38	20 4.38		2.69 - 3.99	169 3.09				
Private Brand	4.49	7 4.49										
<b>Turkey Ham</b>												
Processor Brand	3.49	13 3.49		3.69	8 3.69		2.89 - 3.79	124 3.27				
Private Brand							3.69	9 3.69				
<b>Turkey Pastrami</b>												
Processor Brand												
Private Brand												
<b>SERVICE DELI - Chicken</b>												
<b>Category 1</b>												
Processor Brand	5.99 - 9.99	634 7.37		5.99 - 8.99	163 7.03		6.99 - 8.99	420 8.43		6.99	37 6.99	
Private Brand	6.49	213 6.49		6.99 - 8.49	75 7.39					6.99 - 10.99	306 7.19	
<b>Category 2</b>												
Processor Brand	3.79 - 5.99	80 5.16		5.29 - 5.99	167 5.71		5.69 - 5.99	3 5.89		5.99	69 5.99	
Private Brand	5.99	106 5.99										
<b>SELF-SERVICE DELI</b>												
(dollars per tub or pouch)												
<b>Turkey 7-10 oz</b>												
Processor Brand	2.00 - 4.49	615 3.26		1.99 - 3.99	625 2.83		2.79 - 4.49	415 3.52		2.49 - 3.99	195 3.06	
Private Brand	2.79 - 3.29	1,048 3.16		2.79 - 3.29	594 3.01		2.99 - 3.50	566 3.12		3.00 - 3.50	170 3.32	
<b>Turkey 16 oz</b>												
Processor Brand	4.99 - 5.99	564 5.48		4.97 - 5.95	99 5.57					5.48	15 5.48	
Private Brand												
<b>Chicken 7-10 oz</b>												
Processor Brand	2.00 - 4.49	483 3.26		2.29 - 3.99	323 2.88		3.49 - 4.49	162 3.59		2.49 - 3.99	189 3.06	
Private Brand	2.79 - 3.00	460 2.99		2.79 - 3.00	435 2.91		3.00 - 3.99	552 3.56		2.99 - 3.50	236 3.23	

Category 1: composed of 1-3 whole breast lobes using no binders. (slicing)

Category 2: composed of multiple (5-7) whole or partial breast muscles; sectioned and formed with minimal binders. (thin slicing)

Category 3: composed of multiple muscle pieces chopped and reformed into desired shape. (shaving)



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	ALASKA (AK)			HAWAII (HI)				
Feature Rate <sup>1/</sup>	19.4% of 100 sampled outlets			33.6% of 100 sampled outlets				
Activity Index <sup>2/</sup>	Activity Index = 24			Activity Index = 110				
	Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg			
<b>SERVICE DELI - Turkey</b>								
<b>Category 1</b>								
Processor Brand			7.49	34	7.49			
Private Brand								
<b>Category 2</b>								
Processor Brand								
Private Brand								
<b>Category 3</b>								
Processor Brand								
Private Brand								
<b>Turkey Ham</b>								
Processor Brand								
Private Brand								
<b>Turkey Pastrami</b>								
Processor Brand								
Private Brand								
<b>SERVICE DELI - Chicken</b>								
<b>Category 1</b>								
Processor Brand								
Private Brand								
<b>Category 2</b>								
Processor Brand								
Private Brand								
<b>SELF-SERVICE DELI</b> (dollars per tub or pouch)								
<b>Turkey 7-10 oz</b>								
Processor Brand	3.50	11 3.50	3.75	34 3.75				
Private Brand	3.49	1 3.49	3.00	4 3.00				
<b>Turkey 16 oz</b>								
Processor Brand								
Private Brand								
<b>Chicken 7-10 oz</b>								
Processor Brand	3.50	11 3.50	3.75	34 3.75				
Private Brand	3.49	1 3.49	3.00	4 3.00				

Category 1: composed of 1-3 whole breast lobes using no binders. (slicing)

Category 2: composed of multiple (5-7) whole or partial breast muscles; sectioned and formed with minimal binders. (thin slicing)

Category 3: composed of multiple muscle pieces chopped and reformed into desired shape. (shaving)